

Band and Organ at 9 and 4:45
Organ at 11
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

A Store of Brightness, Beauty and Delight—Wanamaker's

Do Not Difficulties Greatly Hinder Success?

Never, Never!

Surmounting difficulties gives new strength, new ideas, more energy, and creates heroes who otherwise would have been only mere ciphers on life's battlefields.

Lots of men and women, well born, finely educated, are settled in the commonplaces of careers because they lacked courage to overcome what seemed to them to be difficulties.

[Signed] *John Wanamaker*
October 21, 1922.

Jet Trimmings Are Delighting Paris

And, so that they might also delight the hearts of American women, we chose the prettiest and newest that we could find in all Paris.

They are now here and certainly no place else in Philadelphia will you find such an assortment.

Every kind of banding of black beads and jet you can think of; some are in three widths, \$1 to \$22.50 a yard. Cabochon bands for shoulder straps, collars, girdles or just trimmings, 75c to \$12 a yard.

(Main Floor)

French Handkerchiefs

have a delicate sheerness that appeals to the taste of discriminating women. These appeal particularly, because of the designs of their cut-out hems, hemstitched by hand.

\$2.25 and \$2.50.

(Main Floor)

New Fiction

"The Riddle of the Spinning Wheel," by M. E. and T. W. Hanshaw, \$1.75. A mystery story with "Clegg of Scotland Yard" in it.

"Command," by William McFee, \$1.90. A dramatic narrative with a Mediterranean background.

(Main Floor)

Newest Combs A-Gleam With Light

Very lovely are the combs in the colors of lapis lazuli or jade, in interesting shapes and patterns.

Others are crystal clear and vivid with stones of sapphire blue. Sometimes the stones match the mountings. An odd comb, the color of old ivory, shows Egyptian designs.

\$4 to \$23.

(Main Floor)

Hand-Painted Furniture

The painting and decorating of furniture is very interesting work, especially where there is a well-defined purpose to produce something of unusual individual quality.

Some very interesting things are being turned out by our own decorators here in the Store.

They have just finished a Chippendale dining-room suit in a color scheme of irresistible character, involving two shades of blue and a tone that is something between burnt orange and maroon.

Floral and Chinese devices in colors constitute the decorative motif, and these are done in relief.

Sideboard, serving cabinet, china cabinet, drop-end dining table and two end tables compose the suit and the price is \$1975.

Fresh from their hands also is a bedroom suit of intriguing quality in pink enamel with borders in gray and gold and tasteful floral decorations, elegantly adapted to the style of the suit, which is that of Louis XVI.

Bureau, chest of drawers, dressing table, full-size bed, night table, arm chair, side chair and two benches—\$1225 for the suit.

The charm of these suits is their uncommon individual quality.

They are intended for those who want decorated suits which strike a distinctive, unusual and appealing note.

And they are fairly representative of the work that is being done in our studio.

We are equipped to paint or decorate any piece or suit to order.

(Fifth Floor)



Here They Are—Just Off the Ship

Men's London Overcoats From Kenneth Durward

(In the London Shop)

"KENNETH DURWARD" means everything that a well-dressed man wants in an overcoat.

It means the finest of materials—Saxony cloths, Shetlands, chevots, fine Harris tweeds and West of England coverts and fleeces.

It means a degree of style inimitable, style that can be had only in a well-tailored English coat.

Here Is a Full Assortment of

Light Topcoats Medium-Weight Overcoats Great Coats

They're in the Aintree, Conduit and Balmacan models, double or single breasted, half belted, full belted or without belts.

Great coats, or ulsters, are warm, shaggy things with great roomy pockets and collars that can be buttoned under the chin. They're in fine browns, heather greens, misty grays and mixtures. Bold or shadowy overlaid among them. Some are plaid lined.

The light and medium weight coats are in lighter tones.

Light-Weight Topcoats, \$48.50 to \$70

Medium-Weight Overcoats, \$65 to \$85

Heavy Ulsters, \$85 to \$125

You'll find them all in the London Shop, down a few steps from Chestnut Street—two entrances direct from the street, if you prefer.

(The Gallery)

Women's Fine Suits Are Often Fur-Trimmed

But their fabrics—pile fabrics, broadtail cloths, wool corduroys—are so soft, so beautifully colored, so thick and lustrous that even the simplest suits without an inch of fur upon them are immensely attractive and luxurious looking.

They are all coat-and-skirt suits, and the coats vary from smart swinging jackets to coats so long that they almost touch the hem of the skirt.

Wide borders of fur appear on them, whether short or long—borders of fox or beaver or chinchilla squirrel, or some other little forest creature.

Colors include the dull soft blues, the browns and taupes and wine shades besides black, and the linings all match.

Prices are \$90 to \$240.

(First Floor)



Fine Diamond Jewelry

Platinum is used exclusively in the mounting of the new jewelry. The designs are unique and very beautiful in their delicate lace-like appearance. They form an excellent background for the brilliancy of the stones.

There is, too, a very great satisfaction in knowing that every diamond in this finer jewelry, even to the tiniest one used in the mounting, is absolutely perfect.

Diamond bacheliers.....\$125 to \$950
Diamond bracelets.....\$295 to \$2700
Diamond rings.....\$93 to \$2800

(Main Floor)

A Clown or a Yama Yama Suit Complete at \$2

A good one, too, with a cap! They are in green, purple or black, made of durable cambric that will last for several Halloweens. The yama yama suits have soft white pompons on them.

They are but two out of a score or more of Halloween suits for children. There's a black-and-yellow Chinaman's costume, complete, with a tightly fitting cap that has a long queue attached, at \$2.50. So they go, on up to the most elaborate costumes for grown-ups at \$10.

(Seventh Floor)

Polychrome Lamps and Candlesticks

They are all of a composition with polychrome decoration; the electric table lamps fitted for one light are 13 inches high and priced \$1.50, while those for two lights are 20 inches high and \$4.50. Parchment shades are \$3 to \$14.

Candlesticks, 16 to 22 inches high, \$1.50 to \$4.50.

(Fourth Floor)

Fluffy Ruffled Curtains, \$1.25 to \$4 a Pair

All of them have ruffles and most of them have ruffled tie-backs. They are as homelike and dainty as curtains can be, and there is excellent choosing; snowy muslin, plain and striped voiles, grenadines of various kinds and dotted Swisses.

For those who like plain curtains, there are some with hemstitched hems and narrow lace edgings at about the same prices.

(Fifth Floor)

Music Is a Child's Birthright

EVERY child is born with a love for and natural response to music. The littlest baby is soothed to sleep by the soft singing of its mother's voice.

Music is the best-loved part of the child's kindergarten and earliest school exercises.

"If the natural taste of our children for music were properly developed," says a wise writer, "they would continue to practice it, and to find pleasure in doing so, and thus would avoid the fatal error of postponing their heaven to another time."

Important in every home, the piano is an essential in the home where there are children. In no other way can they be so fully insured of their rightful opportunity to grow up in this happy intimacy with music.

The Wanamaker piano group includes new upright pianos from \$385 upward, and new grand pianos

(Egyptian Hall, Second Floor)



from \$635 upward. They are good instruments of tried and proven quality. They are here because we consider them the best pianos to be had at those prices.

In addition are a number of other upright and grand pianos, including the famous three—

Chickering Schomacker and Knabe

A small payment and convenient deferred terms secure any of them.

(Second Floor)

A Novel Corset

is really a vest, girle and brassiere, all three in one, and especially adapted to slender figures. It has no bones whatever, and is washable, so that it can be worn without an undervest. In pink suede cloth and jersey silk the price is \$5. all suede, \$6.

(Third Floor)

Fine Navy Blue Serge Special at \$1.25 to \$2

Fine French twill weave in the soft finish most desired for dresses, and in the desirable very dark blue shades.

Better than many serges sold for more. No more at those prices when this is gone.

42-inch width at \$1.25 the yard.
50-inch at \$1.50
54-inch in a heavier weight at \$2.

(First Floor)

Speaking of "Words to the Wise"—Blankets and Quilts

are words that hold a very special meaning just now, and any one who will find better at the prices than these will have found something really remarkable:

All-wool blankets at \$8.50 a pair—plaid in a choice of colors. Size 66x80 inches, weight 4 1/2 lbs.

All-wool blankets at \$10 and \$12 a pair, for single and double bed size respectively. White and plaids.

Soisette bindings. All-wool blankets, \$10 each. Of long, fleecy Cape Colony wool, in plaids, white and other solid shades.

(Sixth Floor)

Bloomers for Large Women

Cotton crepe or batiste, each in pink and white, \$1.25 a pair. Nainsook with lace or embroidery edges in white, \$1.35. Sateen, pink and white, \$1 and \$1.50. Sateen, black, \$1 and \$1.50.

Also in large sizes are step-ins in corded, blue, white and pink crepe de chine, at \$3.50.

(Third Floor)

To Fill or Empty a Washing Machine Without Carrying Water

An ingenious hose device has been invented. It fills by means of a five-foot length of hose and later empties the tub through the same hose. \$3.

(Fourth Floor)

A Kitchen Cabinet Designed for a Small House or Apartment

In every detail it is as complete as the larger sizes, for everything has been most compactly arranged. There is a flour bin that will hold 25 pounds of flour. Four drawers and storage space for pans; sliding white enamel top with bread board beneath.

All the smaller conveniences—knives, containers, space for hats, tickets, change and a block for the meat chopper—have been provided. This cabinet is of the soundest construction and will give years of service. It is white, inside and out, with nickel-plated handles.

37 inches wide, \$72.50. Larger sizes, \$82 and \$90.

(Fourth Floor)

These New Golf Hose for Men Should Go Around in Par

Gene Sarazen may be able to play better golf than you can, but he can't wear any better hose. These are the best of their kind and they are here in abundance.

Ireland has sent beautiful wool stockings, knitted by hand in Irish peasant cottages. They're in mixed colorings and the tops are embroidered by hand. \$7.50.

Fine Redleaf stockings from England are in endless designs at \$8.50.

Scotch as a knit are the "Sanguhar" stockings which have black plaid tops and mixed coloring in the leg. \$10.

Diamond plaids—mental hazards for your opponent—are in beautiful colors. \$1 to \$1.75.

(Main Floor)

Flannel Shirts Win the Sportsman's Eye—\$6

Heavy, sturdy, long-wearing shirts with collars attached. Just the things for golf, hunting and all outdoors.

Good shirts, too, for they were made in the Wanamaker way. Of fine imported flannel in light colors with pale stripes.

(Main Floor)

Bathroom Mirrors Special at \$5

Oblong or oval mirrors of level plate glass with white enamel frames. Glass measures 12x18 inches. White enamel bathroom stools, \$2.

(Fourth Floor)

Electric Heating Pads, \$7.50

The most comforting thing for a headache, for warming a bed or for illness. They are soft as a pillow and have three degrees of heat easily regulated.

(Fourth Floor)

1000 Yards Broche Georgette Special, \$6 Yard

It is an extraordinarily low price for a beautiful fashion silk that women are buying in large quantities for evening gowns.

The wonderful suppleness comes from the all-silk Georgette weave; the brilliancy is given by the large broche designs in artificial silk which almost gives the appearance of silver.

In French blue, turquoise, navy, jade, scarlet, maize, pink, white and black. 40 inches wide.

(First Floor)

Black Velvet Millinery With Paris Metal Ornaments

Metal is a poor word to describe the lovely French flowers and fruits on which the glint of gold or silver glistens like nature's own beautiful frostwork.

Not flowers and fruits alone, but leaves and ribbons are gilded and silvered until their littest bit makes a simple hat quite elegant.

How effective these Paris trimmings are is well displayed in a collection of new black velvet and black hatter's plush hats.

They are of medium size, and of delightfully wearable and becoming lines. A new group of coque-plumed hats is shown with them.

Prices are moderate for hats of their kind—\$18 and thereabouts.

(Second Floor)

Young Women's Matelasse Jaquette Costumes, \$35 to \$68

Four new models in these pretty overblouse costumes, which have the effect of jacket and skirt.

Skirt of Poiret twill and attached overblouse of black satin matelasse embroidered in gray or wine color, with moleskin fur finish, at \$68.

Dark blue satin matelasse jacket with twill skirt, the long sash ends embroidered in color, \$58.

(Second Floor)

Women's Coats of Hardy Furs

By common consent raccoon and dyed marmot are among the most durable of all furs for the woman who motors or spends most of her time in the open. At the same time they can be worn in the city.

Raccoon coats in 40 to 44 inch lengths and with big self collars may be had for \$275 to \$350.

Dyed brown marmot coats, \$2

(Second Floor)

Some Women Must Have Blouses With Collars

Among the newest silk blouses there are two particular styles of exactly this sort.

One is an excellent quality of crepe de chine in navy or brown with a little turnover collar opening into a V neck. Eyelet work and silver thread embroidery form the trimming. The sleeves are long. It is \$10.85.

Another is a satin jacket blouse with collar, cuff, and band girdle stitched in gold thread. In black, navy or brown, \$12.50.

(Third Floor)

Women's New Cape, Mocha and Buck Gloves

Ideal gloves for business, shopping, street and sports wear. One strap or one button, with spear-point stitched backs. All finely made.

Washable capskin of best quality, in tan, brown or heaver, \$2.75 a pair.

Soft Arabian mocha in gray, brown, reindeer, butternut, fawn, cocoa and mode shades, \$3.25 a pair.

Genuine buckskin in drab, olive and dark fawn, \$3 a pair.

(Main Floor)

A New and Growing Fashion Is Squirrel-Trimmed Wraps

SO much is this little animal thought of that many of the handsomest winter wraps now coming into the Coat Salons are trimmed with this fur. That fact, in itself, is significant.

Besides having a large collar of gray squirrel, one beautiful straight-line bolivia wrap has entire sleeves of the fur and they are very big and square in shape.

(First Floor)

Another lovely blue bolivia in a new draped model has a huge collar, cuffs and entire front drapery of squirrel, dyed and blended in an exquisite shade of dark brown.

But one may find any number of different styles in new coats, capes and loose wraps, all of which have squirrel fur trimming and are priced from \$150 to \$400.

(First Floor)